

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Re: Attorney Docket No. SEFC-100US**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: D. Fishteyn et al.Application No./Patent No.: 10/801,199 Filed/Issued Date: 16 March 2004Entitled: A System and Method for Ranking the Quality of Internet Traffic Directed From One Web Site to Another

U.S. Acquisition Sub, Inc. / Ajax Media LTD / Adknowledge, Inc. Corporation/Corporation/Corporation
(Name of Assignee) (Type of Assignee: corporation, partnership, university, government agency, etc.)

States that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title, and interest.
(The extent (by, percentage) of its ownership interest is _____ %)

In the patent application/patent identified above by virtue of either:

- A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or a true copy of the original assignment is attached

OR

- B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:
1. From: Inventors To: B&B Enterprise, Inc.
The document was recorded in the United States Patent and Trademark Office at Reel 015119, Frame 0017, or for which a copy thereof is attached.
 2. From: B&B Enterprise, Inc. To: Seymour Acquisition Co., Inc.
The document was recorded in the United States Patent and Trademark Office at Reel 015699 Frame 0813, or for which a copy thereof is attached.
 3. From: Seymour Acquisition Co., Inc. To: B&B Advertising, Inc.
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
 4. From: MIVA, Inc., B&B Advertising, Inc (whose name has been changed from Seymour Acquisition Co., Inc.), MIVA (UK) Limited, To: U.S. Acquisition Sub, Inc. (whose name has been changed to MIVA AK, Inc.), Ajax Media LTD., Adknowledge, Inc.
The document was recorded in the United States Patent and Trademark Office at Reel 022750 Frame 0925, or for which a copy thereof is attached.
 5. From: U.S. Acquisition Sub, Inc. To: MIVA AK, Inc.
The document was recorded in the United States Patent and Trademark Office at Reel 022751, Frame 0935, or for which a copy thereof is attached.
- ☒ Additional documents in the chain of title are attached hereto--Name change documentation from Seymour Acquisition Co., Inc. to B&B Advertising, Inc.

As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

(NOTE: A separate copy (i.e., a true copy of the original document(s) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08)

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Respectfully submitted,

Date: August 5, 2009
Customer No. 22186
Mendelsohn, Drucker, & Associates, P.C.
1500 John F. Kennedy Blvd., Suite 405
Philadelphia, Pennsylvania 19102

/Jerome R. Smith, Jr./
Jerome R. Smith, Jr.
Registration No. 35,684
(215) 599-0985
Attorney for Assignee

Delaware

PAGE 1

The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "SEYMOUR ACQUISITION CO., INC.", CHANGING ITS NAME FROM "SEYMOUR ACQUISITION CO., INC." TO "B & B ADVERTISING, INC.", FILED IN THIS OFFICE ON THE TENTH DAY OF JUNE, A.D. 2004, AT 1:41 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

3808623 8100

040430977



Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 3164182

DATE: 06-10-04

State of Delaware
Secretary of State
Division of Corporations
Delivered 01:41 PM 06/10/2004
FILED 01:41 PM 06/10/2004
SRV 040430977 - 3808623 FILE

**CERTIFICATE OF AMENDMENT
OF
SEYMOUR ACQUISITION CO., INC.**

Seymour Acquisition Co., Inc., a corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware (the "Corporation")

DOES HEREBY CERTIFY:

FIRST: That the Board of Directors of Seymour Acquisition Co., Inc., by unanimous written consent in lieu of a meeting, pursuant to Section 141(f) of the General Corporation Law of the State of Delaware duly adopted resolutions setting forth a proposed Amendment to the Certificate of Incorporation of Seymour Acquisition Co., Inc., and declaring said Amendment to be advisable and recommending approval by the stockholders of said Corporation for consideration thereof. The resolution setting forth the proposed Amendment is as follows:

RESOLVED, that the Certificate of Incorporation of this Corporation be amended by changing the Article thereof numbered "FIRST" so that, as amended, said Article shall be and read as follows:

FIRST: The name of this corporation shall be B & B Advertising, Inc.

SECOND: That in lieu of a meeting and vote of the stockholders, the stockholders of the Corporation by unanimous written consent pursuant to Section 228(a) of the General Corporation Law of the State of Delaware duly adopted the aforesaid Amendments and said Written consent was filed with the Corporation.

THIRD: That said Amendment was duly adopted in accordance with the provisions of Section 242 and 228 of the General Corporation Law of the State of Delaware.

FOURTH: That the capital of said Corporation shall not be reduced under or by reason of said Amendment.

SEYMOUR ACQUISITION CO., INC.

By: /s/ Craig A. Pizaris-Henderson
Craig A. Pizaris-Henderson, President

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:



Practitioners associated with the Customer Number:

22186

OR



Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:



The address associated with Customer Number:

22186

OR

<input type="checkbox"/> Firm or Individual Name	
Address	
City	State Zip
Country	
Telephone	Email

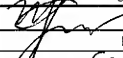
Assignee Name and Address:

AJAX MEDIA LTD.
4600 Madison Avenue, 10th Floor
Kansas City, Missouri 64112

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee.

Signature		Date	5/19/09
Name	Michael R. Geroe	Telephone	816-931-1826
Title	General Counsel		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Privacy Act Statement

The Privacy Act of 1974 (P.L. 93-579) requires that you be given certain information in connection with your submission of the attached form related to a patent application or patent. Accordingly, pursuant to the requirements of the Act, please be advised that: (1) the general authority for the collection of this information is 35 U.S.C. 2(b)(2); (2) furnishing of the information solicited is voluntary; and (3) the principal purpose for which the information is used by the U.S. Patent and Trademark Office is to process and/or examine your submission related to a patent application or patent. If you do not furnish the requested information, the U.S. Patent and Trademark Office may not be able to process and/or examine your submission, which may result in termination of proceedings or abandonment of the application or expiration of the patent.

The information provided by you in this form will be subject to the following routine uses:

1. The information on this form will be treated confidentially to the extent allowed under the Freedom of Information Act (5 U.S.C. 552) and the Privacy Act (5 U.S.C. 552a). Records from this system of records may be disclosed to the Department of Justice to determine whether disclosure of these records is required by the Freedom of Information Act.
2. A record from this system of records may be disclosed, as a routine use, in the course of presenting evidence to a court, magistrate, or administrative tribunal, including disclosures to opposing counsel in the course of settlement negotiations.
3. A record in this system of records may be disclosed, as a routine use, to a Member of Congress submitting a request involving an individual, to whom the record pertains, when the individual has requested assistance from the Member with respect to the subject matter of the record.
4. A record in this system of records may be disclosed, as a routine use, to a contractor of the Agency having need for the information in order to perform a contract. Recipients of information shall be required to comply with the requirements of the Privacy Act of 1974, as amended, pursuant to 5 U.S.C. 552a(m).
5. A record related to an International Application filed under the Patent Cooperation Treaty in this system of records may be disclosed, as a routine use, to the International Bureau of the World Intellectual Property Organization, pursuant to the Patent Cooperation Treaty.
6. A record in this system of records may be disclosed, as a routine use, to another federal agency for purposes of National Security review (35 U.S.C. 181) and for review pursuant to the Atomic Energy Act (42 U.S.C. 218(c)).
7. A record from this system of records may be disclosed, as a routine use, to the Administrator, General Services, or his/her designee, during an inspection of records conducted by GSA as part of that agency's responsibility to recommend improvements in records management practices and programs, under authority of 44 U.S.C. 2904 and 2906. Such disclosure shall be made in accordance with the GSA regulations governing inspection of records for this purpose, and any other relevant (i.e., GSA or Commerce) directive. Such disclosure shall not be used to make determinations about individuals.
8. A record from this system of records may be disclosed, as a routine use, to the public after either publication of the application pursuant to 35 U.S.C. 122(b) or issuance of a patent pursuant to 35 U.S.C. 151. Further, a record may be disclosed, subject to the limitations of 37 CFR 1.14, as a routine use, to the public if the record was filed in an application which became abandoned or in which the proceedings were terminated and which application is referenced by either a published application, an application open to public inspection or an issued patent.
9. A record from this system of records may be disclosed, as a routine use, to a Federal, State, or local law enforcement agency, if the USPTO becomes aware of a violation or potential violation of law or regulation.

POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

☒ Practitioners associated with the Customer Number:

22186

OR

☐ Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

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<input type="checkbox"/> Firm or Individual Name			
Address			
City	State		Zip
Country			
Telephone		Email	

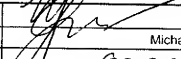
Assignee Name and Address:

Miva AK, Inc.
4600 Madison Avenue, 10th Floor
Kansas City, Missouri 64112

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

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The individual whose signature and title is supplied below is authorized to act on behalf of the assignee:

Signature		Date	5/19/09
Name	Michael R. Geroe	Telephone	816-931-1826
Title	General Counsel		

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If you need assistance in completing the form, call 1-800-PTO-9198 and select option 2.

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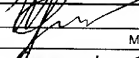
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